"Blessed are the peacemakers: for they shall be called the children of God." – St. Matthew 5:9

Negroes Look To ECONOMIC ACHIEVEMENT AS 'NEW DAY' DAWNS FOR HIM IN U.S.

The 33rd Annual Banquet of the Booker T. Washington Business Association was held Friday night, July 19, at the Latin Quarter. Pictured above, from left to right, are: Longworth M. Quinn, general manager of the Michigan Chronicle; Mrs. Mary L. Bell, of Bell Broadcasting co., and Mr. Richard H. Austin, CPA, past president of the association.

Famed international businessman Harry E. Boyden, right, congratulates Osborne T. Poitier, president of The Regal Lady Elegance, Inc., in Bridgeport, Conn., following the formal launching of the firm into the national direct selling field and dedication of the firm's new offices. Lawrence R. Chadbourne, Regal Elegance general manager, elatedly looks on after Boyden had addressed staff of firm which has backing of $2,500,000.

BRIDGEPORT, Conn. — As an increasing number of sit-ins, march-ins, pray-ins and wade-ins sweep the nation (racking up unprecedented gains of equality for the Negro) this sobering question increasingly pops up: "After integration what must the Negro do to shore up the bastion of freedom for himself and his posterity?"

More and more (as time marches) swiftly reverberates the answer: "The Negro must look to his economic future to insure his full participation in the pleasures offered by the new freedoms he most assuredly will gain from his impressive, militant efforts. That is to say, the Negro must have something to contribute, once he achieves this equality, so say the Negro leaders and sympathetic believers of the Negro cause.

Scattered across the nation are a number of Negro organizations and individuals intent upon studying the economic plight of the Negro, who are also mapping plans to harness some of his wealth, to help the Negro fit more easily into the mainstreams of American life, once there is no longer a need for them to silently march on picket lines or to fight off the horrifying fangs of police dogs.

A commercial firm whose creation in Bridgeport last year launched a business which is spiraling into a nationwide success is also providing economic security for Negroes through creation of numerous avenues of employment.

Known as The Regal Lady Elegance, Inc., the new firm deals in luxurious stainless steel waterless cookware, china, stemware and table service appointment which not only has social circles a-buzz but which also holds the germ of providing economic security for countless Negroes across the nation.

Capitalized at $2,500,000 — through the faith and confidence of internationally acclaimed businessman, Harry E. Boyden, president of Quality Crafts International Corp., of Teaneck, N.J., Regal Elegance, as the Bridgeport firm is popularly known, has launched a nationwide, franchised program which holds promise of financial security for Negroes throughout the country.

Led by hard-driving executive Osborne T. Poitier, a first cousin of movie, stage and television actor Sidney Poitier, Regal Lady Elegance was first shunted into the news last summer and fall when media across the nation carried the success story of the firm's leading officer—Poitier.

Boyden, whose multi-million dollar firm supplies the Bridgeport company with merchandise in Connecticut and New England, generally and the Honorable Sidney J. Clark of Wilmington, Del., that state's first and only Negro judge, were credited with assisting Poiter's phenomenal achievements with The Regal Lady Elegance. Clark is also Poitier's legal adviser.

The firm is moving swiftly to set up branch offices along the Eastern seaboard and plans are steadily advancing for ultimate expansion into the interior and

(Continued on Page 8)

College News Briefs

BENNETT COLLEGE

GREENSBORO, N.C., Twelve men who completed four summer periods of study in the Baltimore Area Pastors' School at Bennett College received certificates at graduation exercises held Friday afternoon in Pfeiffer Chapel.

The school, sponsored by the Board of Education of the Methodist Church, provides training for the ministry for individuals who have not attended a theological seminary. It opened on June 17.

The Rev. Charles L. Carrington, of Jamaica, N.Y., dean of the school, preached the commencement sermon and awarded certificates.

* * *

GRAMBLING COLLEGE

GRAMBLING, La — An award winning painting by Harper T. Phillips, assistant professor of art at Grambling College, will be shown in Chicago next month during the Emancipation Proclamation Centennial Exposition.

The exposition will be held Aug. 16 through Sept. 5.

The painting, "Coavus," from the permanant contemporary collection of Atlanta University, Atlanta, Ga., was selected as the "best work on exhibit" in the Xavier University Competitive Art Exhibition in New Orleans.

Phillips received the Emancipation Centennial Authority Trophy as a first place award.

He also won a first-place award for a color woodcut, "Aquaticus," in the Deep South Artist Conference at the University of Southwestern Lafayette.

* * *

BISHOP COLLEGE

Alexander O. Okugo, of Nigeria, Africa, a senior at Dallas' Bishop College, who is scheduled to receive his B.A. Degree this August, has been awarded a Graduate Fellowship from the University of Massachusetts in Amerst, Mass., according to an announcement by Dr. Charles Hunter of Bishop, Chairman of the Department of Sociology.

Mr. Okugo, who majored in under the terms of the Fellowship, besides the remission of all tuition and other fees. The award is for the college year 1963-64. He will continue his studies in Sociology.

As a Bishop student, Mr. Okugo was consistently on the honor roll. He was editor of the

ALEXANDER O. OKUGO

student publication, "The Bishop Beacon." While at Bishop, he won a Readers Digest contest and has had two articles published in that magazine. He ultimately plans to return to Nigeria, and he says that it is possible, but not inevitable, that he will enter politics in the newly created republic.

At Greenfield Village

Henry Ford Birthplace Enshrined

As scores of communities across the nation pause this month to celebrate the July 30 birth centennial of Henry Ford, the simple midwestern farmhouse in which he was born will be seen by thousands of visitors to Greenfield Village at Dearborn, Mich.

At Greenfield Village, the famed American history shrine which he founded in the city of his birth, colorful pageantry and special displays will call attention to his contributions as an industrialist and as a pioneer in the preservation of historic Americana.

Among the historic buildings transplanted to Greenfield Village, visitors will see Ford's birthplace, the one-room brick school he attended as a boy, and the workshop in which he built his first car.

Hundreds of brightly polished Model T Fords from a dozen states will chatter along today's expressways and turnpikes as they struggle to keep their temperatures down and their speeds up to reach Greenfield Village in time to star in a July 27-28 pageant, "The Creative Years of Henry Ford." This colorful outdoor show will include a parade of early cars from the first Ford of 1896 through significant models of the late 30s.

An impressive display in a series of seven rooms traces Ford's life with exhibits ranging from his first homemade tools to the many honors and gifts awarded him during his years of success.

Both Greenfield Village and adjoining Henry Ford Museum are open seven days a week the year around. Summer visiting hours are 9 - 6:30.

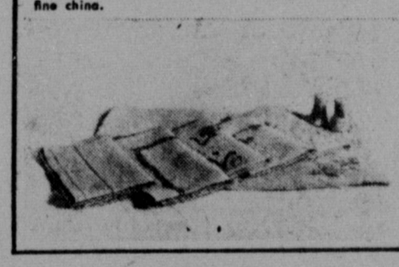
THE HOTTEST THING SINCE ROME BURNED

Imported Bavarian Porcelain China
You've never seen anything so truly beautiful, so refreshingly new, so excitingly exclusive, and so sensibly priced. Available in twelve modern patterns.

Stainless Steel Cookware
America's finest. Virtually indestructible. Scientifically designed to save on food, fuel and time. Heavy covers fit snugly to capture vitamins and minerals that add so much to health and food flavor. Guaranteed for a lifetime of cooking enjoyment.

ALL ACROSS THE U.S.A. *ERR NO BARRIER!

Imported Irish Table Linens
Exquisite, handcrafted pure Irish linen. Tablecloths, napkins, and place-mats to match or complement your fine china.



Sparkling Imported Crystal Stemware
Superb creations of aristocratic elegance. Mouth-blown and hand-cut in six distinctive shapes and designs. Priced to sell.

Imported Sterless Flatware
Distinguished, expertly crafted, so rich in appearance, it rivals the shining beauty of sterling silver. Available in two exclusive shapes and designs.

* ERR - EXPERIENCE, RACE OR RELIGION

EXCLUSIVE SALES AREAS NOW AVAILABLE

$125 PER WEEK

PLUS COMMISSION PLUS COMPANY CAR

A READY-TO-GO PRESTIGE PROGRAM

No Gimmicks, No Blue-Sky Claims, No Miracle Promises are involved. This is a straight-forward professional sales opportunity for men and women who can qualify to represent us in each area of the United States. As stated above, experience, race or religion is a matter of indifference—just qualify. If you are seriously interested in earning a good day's pay ($25 plus high commissions) for a good day's work, you will be supplied with the Very Finest Quality Merchandise ever offered in the Direct Sales Field. Merchandise is Definitely Different . . . 100% Exclusive . . . Sensibly Priced . . . Fully Guaranteed and Creates Chain re-action demand among buyers

COMPANY PROVIDES STRONG BACKING

Over $2,500,000 available to back you up with financing for "Time-Payment" Sales. Late model Company Car each year. Initial Training plus Continued future guidance. Also, in addition to hospitalization, vacation and fringe benefits, we will back you all the way with National Consumer Advertising, Exclusive Protected Territories, and a Multi-Million Dollar Profit Sharing Plan. With our expansion to your area, this is truly a golden opportunity for you to get in on the ground floor (assuring an Excellent Future, Prestige and Security) with an Equal Opportunity Employer who is not afraid of Competition — but Creates it.

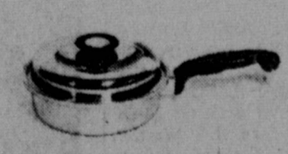
District (or Crew) Managers with successful experience in direct sales are invited to write (giving background and sales record) to:

Osborne T. Poitier, President

THE REGAL LADY ELEGANCE, INC.

1567-69 Stratford Avenue, Bridgeport 7, Connecticut

Telephone: Area Code 203-366-3454



This Lustrous 3-Ply Stainless Steel Utility Pan is not an ordinary piece of cookware. It is, in fact, America's finest. Virtually indestructible, it saves on Food, Fuel and Time. With its shining golden trim and identifying crest it leads the field in Quality, Styling and Public acceptance.

PROMISE — A romantic pattern of rare beauty. Delicate pink roses . . . the talisman for all lovers . . . the delight of poets and emblem of honor, are portrayed on pure white translucent China in their every living stage, from the tenderest buds to the full bloom flower. True to its name PROMISE is an enchanting pattern of romance and beauty.

UNHEARD-OF OFFER

Because we are so sure of the superior qualities of our merchandise, we make you this special offer.

The Regal Lady Elegance, Inc.
1567-69 Stratford Avenue
Bridgeport 7, Connecticut

Gentlemen:

I am genuinely interested in representing your prestige lines of merchandise in my area.

As visible proof of your high quality standards, please rush me the 7½" Stainless Steel Utility Pan with Cover, as shown above, and the 5 pc. Place Setting of Imported Bavarian Porcelain China, along with a confidential employment application form.

Enclosed is $20.00 (plus sales tax if applicable). It is understood that if I qualify as your franchised representative, I will receive free a complete set of the 20 pc., 3 ply Heavy Gauge Stainless Steel Waterless Cookware and a 50 pc. (Service for Eight) Bavarian Porcelain China set per above order.

(Please Type or Print Plainly)

Name_____

Address_____

City_____ State_____

Do Not Send Cash. Send Certified Check or Money Order—No C.O.D.'s, Please!